

What you can expect at this year's WesBank SA Motoring Experience

This year's WesBank SA Motoring Experience, which will be held at the Kyalami Grand Prix Circuit and Conference Centre from 1-3 September 2017, will make use of six themes to ensure that it caters for all interest groups in terms of the wider world or motoring.

This year's programme will thus range from test drives and interactive motoring to a 4x4 experience, supercars and pit access to elite classics and motorsport legends.



Said Konstantin von Vieregge, CEO of the organising company, SA Shows Messe Frankfurt: "The development of the SA Festival of Motoring and its offshoot, the WesBank Motoring Experience, by SA Shows Messe Frankfurt has flowed from the Johannesburg International Motor Show, which took place bi-annually in the past.

"This was basically a static display of vehicles and related products. Our move to significantly alter the concept of a motor show follows the international trend where several motor shows - including some events with long histories - have come to the end of their useful life and been discontinued," explained Von Vieregge.

Fresh new approach

"We have decided to develop a fresh new approach to motoring events instead of following some international motor show organisers by discontinuing the local event entirely. Last year we staged the Festival of Motoring at Kyalami. That event was well accepted by many exhibitors and visitors, but we realised that fine tuning was required. We believe we have made these changes with the format for this year's multi-faceted Motoring Experience."



"The target market we are aiming for in terms of show visitors is wide as it includes car buyers, motoring fanatics (so-called "petrolheads"), motoring enthusiasts, and those for whom motoring is very much part of a specific lifestyle," added Von Vieregge.

For more, visit: <https://www.bizcommunity.com>